

WHAT IS CLAIMED IS:

1. An absorbent article comprising a liner material having a bodyfacing surface, the bodyfacing surface having deposited thereon a lotion formulation in an amount of from about 0.05 mg/cm<sup>2</sup> to about 100 mg/cm<sup>2</sup> and comprising from  
5 about 10% (by total weight of the formulation) to about 89% (by total weight of the formulation) of an emollient, from about 10% (by total weight of the formulation) to about 50% (by total weight of the formulation) of a structurant, and from about 0.1% (by total weight of the formulation) to about  
10 40% (by total weight of the formulation) of a rheology enhancer, the rheology enhancer being selected from the group consisting of dextrin palmitate, dextrin palmitate ethylhexanoate, stearyl inulin, combinations of alpha-olefins and styrene alone or in combination with mineral oil  
15 or petrolatum, combinations of di-functional alpha-olefins and styrene alone or in combination with mineral oil or petrolatum, combinations of alpha-olefins and isobutene alone or in combination with mineral oil or petrolatum, ethylene/propylene/styrene copolymers alone or in combination  
20 with mineral oil or petrolatum, butylene/ethylene/styrene copolymers alone or in combination with mineral oil or petrolatum, styrene/butadiene/styrene copolymers, styrene/isoprene/styrene copolymers, styrene-ethylene/butylene-styrene copolymers, styrene-ethylene/propylene-styrene copolymers, (styrene-butadiene)<sub>n</sub>  
25 polymers, (styrene-isoprene)<sub>n</sub> polymers, styrene-butadiene polymers, styrene-ethylene/propylene copolymers, polyethylene polyisobutylenes, polyisobutylenes, polyisobutenes, and combinations thereof.

2. The absorbent article as set forth in claim 1

wherein the emollient is present in an amount of from about 30% (by total weight of the formulation) to about 80% (by total weight of the formulation).

3. The absorbent article as set forth in claim 1 wherein the emollient is present in an amount of from about 60% (by total weight of the formulation) to about 80% (by total weight of the formulation).

4. The absorbent article as set forth in claim 1 wherein the structurant is present in an amount of from about 20% (by total weight of the formulation) to about 40% (by total weight of the formulation).

5. The absorbent article as set forth in claim 1 wherein the rheology enhancer is present in an amount of from about 0.5% (by total weight of the formulation) to about 30% (by total weight of the formulation).

6. The absorbent article as set forth in claim 1 wherein the rheology enhancer is present in an amount of from about 1% (by total weight of the formulation) to about 25% (by total weight of the formulation).

7. The absorbent article as set forth in claim 1 wherein the lotion formulation has a melt point viscosity of from about 5000 cPs to about 1,000,000 cPs.

8. The absorbent article as set forth in claim 1 wherein the lotion formulation has a melt point viscosity of from about 50,000 cPs to about 800,000 cPs.

9. The absorbent article as set forth in claim 1 wherein the lotion formulation has a melt point viscosity of from about 100,000 cPs to about 500,000 cPs.

10. The absorbent article as set forth in claim 1 wherein the lotion formulation has a process temperature viscosity of from about 50 cPs to about 50,000 cPs.

11. The absorbent article as set forth in claim 1 wherein the lotion formulation has a process temperature viscosity of from about 75 cPs to about 10,000 cPs.

12. The absorbent article as set forth in claim 1 wherein the lotion formulation has a process temperature viscosity of from about 100 cPs to about 5,000 cPs.

13. The absorbent article as set forth in claim 1 wherein the lotion formulation further comprises an additional ingredient selected from the group consisting of antifoaming agents, antimicrobial actives, antiviral actives,  
5 humectants, antifungal actives, antiseptic actives; antioxidants, cosmetic astringents, drug astringents, biological additives, colorants, deodorants, film formers, fragrances, lubricants, natural moisturizing agents, skin conditioning agents, skin exfoliating agents, skin  
10 protectants, solvents, hydrophilic surfactants, and UV absorbers.

14. The absorbent article as set forth in claim 1 wherein emollient is selected from the group consisting of petrolatum, mineral oil, mineral jelly, isoparaffins, vegetable oils, avocado oil, borage oil, canola oil, castor  
5 oil, chamomile, coconut oil, corn oil, cottonseed oil, evening primrose oil, safflower oil, sunflower oil, soybean oil, sweet almond, lanolin, partially hydrogenated vegetable oils, polydimethylsiloxanes, methicone, cyclomethicone, dimethicone, dimethiconol, and trimethicone, organo-siloxanes  
10 silicone elastomers, gums, resins, fatty acid esters glyceryl

esters and derivatives, fatty acid ester ethoxylates, alkyl ethoxylates, C<sub>12</sub>-C<sub>28</sub> fatty alcohols, C<sub>12</sub>-C<sub>28</sub> fatty acids, C<sub>12</sub>-C<sub>28</sub> fatty alcohol ethers, Guerbet alcohols, Guerbet Acids, Guerbet Esters, and combinations thereof.

15. The absorbent article as set forth in claim 1 wherein the structurant has a melting point of from about 45°C to about 85°C .

16. The absorbent article as set forth in claim 1 wherein the structurant is selected from the group consisting of animal waxes, vegetable waxes, mineral waxes, synthetic waxes, polymers, bayberry wax, beeswax C<sub>30</sub> alkyl dimethicone, 5 candelilla wax, carnauba, ceresin, cetyl esters, stearyl benzoate, behenyl benzoate, esparto, hydrogenated cottonseed oil, hydrogenated jojoba oil, hydrogenated jojoba wax, hydrogenated microcrystalline wax, hydrogenated rice bran wax, japan wax, jojoba buffer, jojoba esters, jojoba wax, 10 lanolin wax, microcrystalline wax, mink wax, motan acid wax, motan wax, ouricury wax, ozokerite paraffin, PEG-6 beeswax, PEG-8 beeswax, rezowax, rice bran wax, shellac wax, spent grain wax, spermaceti wax, steryl dimethicone, synthetic beeswax, synthetic candelilla wax, synthetic carnauba wax, 15 synthetic japan wax, synthetic jojoba wax, C<sub>14</sub>-C<sub>28</sub> fatty alcohols, C<sub>14</sub>-C<sub>28</sub> fatty acids, polyethylene, ethylene vinyl acetate copolymers, ethylene-alpha olefin copolymers, ethylene homopolymers, C<sub>18</sub>-C<sub>45</sub> olefins, poly alpha olefins, hydrogenated vegetable oils, polyhydroxy fatty acid esters, 20 polyhydroxy fatty acid amides, ethoxylated fatty alcohols and esters of C<sub>12</sub>-C<sub>28</sub> fatty acids, C<sub>12</sub>-C<sub>28</sub> fatty alcohols and combinations thereof.

17. The absorbent article as set forth in claim 1 wherein the lotion formulation is present in an amount of

from about 1 mg/cm<sup>2</sup> to about 50 mg/cm<sup>2</sup>.

18. The absorbent article as set forth in claim 1 wherein the lotion formulation is present in an amount of from about 10 mg/cm<sup>2</sup> to about 40 mg/cm<sup>2</sup>.

19. The absorbent article as set forth in claim 1 wherein the lotion formulation has a penetration hardness of from about 40 to about 140.

20. The absorbent article as set forth in claim 1 wherein the lotion formulation has a penetration hardness of from about 60 to about 120.

21. An absorbent article comprising a liner material  
5 having a bodyfacing surface, the bodyfacing surface having deposited thereon a lotion formulation in an amount of from about 0.05 mg/cm<sup>2</sup> to about 100 mg/cm<sup>2</sup> and comprising from about 10% (by total weight of the formulation) to about 89%  
(by total weight of the formulation) of an emollient, from  
10 about 10% (by total weight of the formulation) to about 50%  
(by total weight of the formulation) of a structurant, and from about 1% (by total weight of the formulation) to about 40% (by total weight of the formulation) of a rheology enhancer, wherein the lotion formulation has a melt point  
15 viscosity of from about 5000 cPs to about 1,000,000 cPs and a process temperature viscosity of from about 50 cPs to about 50,000 cPs, the rheology enhancer being selected from the group consisting of dextrin palmitate, dextrin palmitate ethylhexanoate, stearoyl inulin, combinations of alpha-  
20 olefins and styrene alone or in combination with mineral oil or petrolatum, combinations of di-functional alpha-olefins and styrene alone or in combination with mineral oil and petrolatum, combinations of alpha-olefins and isobutene alone

or in combination with mineral oil or petrolatum,  
25 ethylene/propylene/styrene copolymers alone or in combination  
with mineral oil or petrolatum, butylene/ethylene/styrene  
copolymers alone or in combination with mineral oil or  
petrolatum, styrene/butadiene/styrene copolymers,  
styrene/isoprene/styrene copolymers, styrene-  
30 ethylene/butylene-styrene copolymers, styrene-  
ethylene/propylene-styrene copolymers, (styrene-butadiene)n  
polymers, (styrene-isoprene)n polymers, styrene-butadiene  
polymers, styrene-ethylene/propylene copolymers, polyethylene  
polyisobutylenes, polyisobutylenes, polyisobutenes, and  
35 combinations thereof.

22. The absorbent article as set forth in claim 21  
wherein the emollient is present in an amount of from about  
30% (by total weight of the formulation) to about 80% (by  
total weight of the formulation).

23. The absorbent article as set forth in claim 21  
wherein the emollient is present in an amount of from about  
60% (by total weight of the formulation) to about 80% (by  
total weight of the formulation).

24. The absorbent article as set forth in claim 21  
wherein the structurant is present in an amount of from about  
20% (by total weight of the formulation) to about 40% (by  
total weight of the formulation).

25. The absorbent article as set forth in claim 21  
wherein the rheology enhancer is present in an amount of from  
about 0.5% (by total weight of the formulation) to about 30%  
(by total weight of the formulation).

26. The absorbent article as set forth in claim 21  
wherein the rheology enhancer is present in an amount of from

about 1% (by total weight of the formulation) to about 25% (by total weight of the formulation).

27. The absorbent article as set forth in claim 21 wherein the melt point viscosity is from about 50,000 cPs to about 800,000 cPs.

28. The absorbent article as set forth in claim 21 wherein the melt point viscosity is from about 100,000 cPs to about 500,000 cPs.

29. The absorbent article as set forth in claim 21 wherein the process temperature viscosity is from about 75 cPs to about 10,000 cPs.

30. The absorbent article as set forth in claim 21 wherein the process temperature viscosity is from about 100 cPs to about 5,000 cPs.

31. The absorbent article as set forth in claim 21 wherein emollient is selected from the group consisting of petrolatum, mineral oil, mineral jelly, isoparaffins, vegetable oils, avocado oil, borage oil, canola oil, castor  
5 oil, chamomile, coconut oil, corn oil, cottonseed oil, evening primrose oil, safflower oil, sunflower oil, soybean oil, sweet almond, lanolin, partially hydrogenated vegetable oils, polydimethylsiloxanes, methicone, cyclomethicone, dimethicone, dimethiconol, and trimethicone, organo-siloxanes  
10 silicone elastomers, gums, resins, fatty acid esters glyceryl esters and derivatives, fatty acid ester ethoxylates, alkyl ethoxylates, C<sub>12</sub>-C<sub>28</sub> fatty alcohols, C<sub>12</sub>-C<sub>28</sub> fatty acids, C<sub>12</sub>-C<sub>28</sub> fatty alcohol ethers, Guerbet alcohols, Guerbet Acids, Guerbet Esters, and combinations thereof.

32. The absorbent article as set forth in claim 21

wherein the structurant has a melting point of from about 45°C to about 85°C.

33. The absorbent article as set forth in claim 21 wherein the structurant is selected from the group consisting of animal waxes, vegetable waxes, mineral waxes, synthetic waxes, polymers, bayberry wax, beeswax C<sub>30</sub> alkyl dimethicone, candelilla wax, carnauba, ceresin, cetyl esters, stearyl benzoate, behenyl benzoate, esparto, hydrogenated cottonseed oil, hydrogenated jojoba oil, hydrogenated jojoba wax, hydrogenated microcrystalline wax, hydrogenated rice bran wax, japan wax, jojoba buffer, jojoba esters, jojoba wax, lanolin wax, microcrystalline wax, mink wax, motan acid wax, motan wax, ouricury wax, ozokerite paraffin, PEG-6 beeswax, PEG-8 beeswax, rezowax, rice bran wax, shellac wax, spent grain wax, spermaceti wax, steryl dimethicone, synthetic beeswax, synthetic candelilla wax, synthetic carnauba wax, synthetic japan wax, synthetic jojoba wax, C<sub>14</sub>-C<sub>28</sub> fatty alcohols, C<sub>14</sub>-C<sub>28</sub> fatty acids, polyethylene, ethylene vinyl acetate copolymers, ethylene-alpha olefin copolymers, ethylene homopolymers, C<sub>18</sub>-C<sub>45</sub> olefins, poly alpha olefins, hydrogenated vegetable oils, polyhydroxy fatty acid esters, polyhydroxy fatty acid amides, ethoxylated fatty alcohols and esters of C<sub>12</sub>-C<sub>28</sub> fatty acids, C<sub>12</sub>-C<sub>28</sub> fatty alcohols and combinations thereof.

34. The absorbent article as set forth in claim 21 wherein the lotion formulation further comprises an additional ingredient selected from the group consisting of antifoaming agents, antimicrobial actives, antiviral actives, humectants, antifungal actives, antiseptic actives; antioxidants, cosmetic astringents, drug astringents, biological additives, colorants, deodorants, film formers, fragrances, lubricants, natural moisturizing agents, skin



conditioning agents, skin exfoliating agents, skin  
10 protectants, solvents, hydrophilic surfactants, and UV  
absorbers.

35. The absorbent article as set forth in claim 21  
wherein the lotion formulation has a penetration hardness of  
from about 40 to about 140.

36. The absorbent article as set forth in claim 21  
wherein the lotion formulation has a penetration hardness of  
from about 60 to about 120.

37. An absorbent article comprising a liner material  
having a bodyfacing surface, the bodyfacing surface having  
deposited thereon a lotion formulation in an amount of from  
about 0.05 mg/cm<sup>2</sup> to about 100 mg/cm<sup>2</sup> and comprising from  
5 about 10% (by total weight of the formulation) to about 89%  
(by total weight of the formulation) of an emollient, from  
about 10% (by total weight of the formulation) to about 50%  
(by total weight of the formulation) of a structurant, and  
from about 0.1% (by total weight of the formulation) to about  
10 40% (by total weight of the formulation) of Versagel.